

# *Karen Tran — „The Floral Experience“*





*...celebrate differently  
...simply natural*

*...host of the first international Karen Tran floral master class  
and Inspire! Cape Town luxury wedding conference in Africa  
Taj Cape Town, South Africa, 25 November 2015*

# Who is Karen Tran

- [Karen Tran](#) is one of the luxury wedding industry's premiere international floral designers based in San Diego, USA
- Her career started over 23 years ago. She is now an experienced floral and event designer, as well as educator
- She has won several internationally recognised high profile wedding industry awards and has her own double white tulip line in Holland named after her
- Karen is an industry leader and her breath-taking wedding designs include exquisite floral arrangements
- Karen shares her passion for floral design and space transformation through her Master floral classes offered worldwide

# 1 Day Conference

Inaugural African luxury wedding vendor conference with Karen Tran as the main speaker

Topics Karen Tran

- Personal career
- Trends
- Inspiration
- Finding your own style
- What it takes to stay at the top

Additional guest speakers (TBC):

- Luxury South African wedding industry
- Digital marketing
- Importance of etiquette

Time for networking, limited sponsoring, vendors get a display opportunity of their services/products and display of the results of the master class will be shared with attendees .

# Schedule

## Day 3

- 10:00 am Conference start and welcome
- 10:15 am Guest speaker I
- 10:30 am Guest speaker II
- 10:45 am Guest speaker III
- 11:00 am Coffee Break, option to look at master class results
- 11:45 am Guest speaker IV
- 12:00 pm Guest speaker V
- 12:30 pm Short Break
- 1:00 pm Celebrity speaker Karan Tran
- 2:00 pm Closing by Karen Tran, Q&A (non-media), Networking opportunities
- 3:00 pm End of conference
- 3:30 pm Press conference with media representative



# Target Group

Meet premium wedding industry businesses from across Africa from the following areas e.g.:

- Wedding planners
- Florists
- Owners of Venues (Hotels)
- Caterer (Cake, Chocolatier, Dessert, Dining)
- Lighting & Décor
- Stationary designer
- Photographer/videographer
- Furniture and décor rental companies
- Make up artists
- Wedding dress vendors
- Wedding ring designers & jewellers

